



print ad design/  
production rates



web ad design/  
production rates

# october

custom publishing

print/web ad production rates

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When you invest in a well-executed ad, you tell your customers that you're serious about your business. Let us help you reach your target audience and turn them into customers. Prices below are starting points - let's talk about what we can do for you.

SIZE	PRICE
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<p><b>1/4 page print ad</b> ..... <b>\$500</b> Includes 3 rounds of OCP design edits after initial design, 2 rounds of proofing by OCP writer/editor, color correction of supplied files.</p>	
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<p><b>1/3 horizontal or vertical print ad</b> ..... <b>\$700</b> Includes 3 rounds of OCP design edits after initial design, 2 rounds of proofing by OCP writer/editor, color correction of supplied files.</p>	
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<p><b>1/2 print ad</b> ..... <b>\$1200</b> Includes 4 rounds of OCP design edits after initial design, 3 rounds of proofing by OCP writer/editor, color correction of supplied files.</p>	
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<p><b>2/3 horizontal or vertical print ad</b> ..... <b>\$1600</b> Includes 4 rounds of OCP design edits after initial design, 3 rounds of proofing by OCP writer/editor, color correction of supplied files.</p>	
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<p><b>1 full page ad</b> ..... <b>\$2000</b> Includes 4 rounds of OCP design edits after initial design, 3 rounds of proofing by OCP writer/editor, color correction of supplied files.</p>	
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- A contract between October Custom Publishing & the client will be issued and returned before any ad production starts.
- Sales tax will be added to the final cost of your ad.
- Ad production includes design and proofing. Copywriting supplied at an additional charge to be determined prior to contract.
- OCP will require the clients deadlines prior to production, and the ad specifications for the publication you are advertising in.
- Any supplied art (jpeg, tiff or psd file) must be 300dpi or higher.
- PDF files must include embedded fonts. All graphics in PDF must be CMYK, 300dpi.
- EPS & TIF files that include text must be greater than 600dpi, fonts outlined.
- All materials must be clearly labeled and supplied by e-mail or on disc (for e-mail material; OCP will supply you with a job number and subject line.
- InDesign file, color-corrected images, Illustrator files, fonts etc will all be supplied on disc to advertiser for future use, after completion of the ad. For an additional charge, OCP will modify your ad for use in different publications.
- Custom photography generated by OCP will be billed separately.

**For samples or any other information, please contact us at:**  
info@octobercustompublishing.com

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OCP understands your need to have a strong Web presence with an effective advertisement that drives clicks and enforces your message. Let's talk about building you a Web ad that quickly pays for itself.

## **rectangles & pop-ups ..... \$300**

Includes 3 rounds of OCP design edits after initial design, 2 rounds of proofing by OCP writer/editor, color correction of supplied files.  
Sizes: 300 x 250 (Medium Rectangle)  
250 x 250 (Square Pop-up)  
240 x 400 (Vertical Rectangle)  
336 x 280 (Large Rectangle)

## **banners & buttons ..... \$250**

Includes 3 rounds of OCP design edits after initial design, 2 rounds of proofing by OCP writer/editor, color correction of supplied files.  
Sizes: 468 x 60 (Full Banner)  
234 x 60 (half banner)  
88 x 31 (Micro Bar)  
120 x 90 (Button 1)  
120 x 60 (Button 2)  
120 x 240 (Vertical Banner)  
125 x 125 (Square Button)  
728 x 90 (Leaderboard)

## **skyscrapers ..... \$300**

Includes 3 rounds of OCP design edits after initial design, 2 rounds of proofing by OCP writer/editor, color correction of supplied files.  
Sizes: 160 x 600 (Wide Skyscraper)  
120 x 600 (Skyscraper)  
300 x 600 (Half Page Ad)

static ads only, no animation service available.

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- Sales tax will be added to the final cost of your ad.
- Ad production includes design and proofing. Copywriting supplied at an additional charge to be determined prior to contract.
- OCP will require the clients deadlines prior to production, and the ad specifications for the website you are advertising on.
- Any supplied art (jpeg, tiff or psd file) must be 150dpi or higher.
- PDF files must include embedded fonts. All graphics in PDF must be RGB, 150dpi.
- EPS & TIF files that include text must be greater than 600dpi, fonts outlined.
- All materials must be clearly labeled and supplied by e-mail or on disc (for e-mail material; OCP will supply you with a job number and subject line.
- InDesign file, color-corrected images, Illustrator files, fonts etc will all be supplied on disc to advertiser for future use, after completion of the ad. For an additional charge, OCP will modify your ad for use in different publications.
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